
Media Relations

{tab=National Media Campaigns}National Media Campaigns

- Preparation of press kits
- Vertical pitching strategies, targeting key markets and/or demographic audiences
- Coverage of both mainstream and niche media available

{tab=Radio Phoner Campaigns}Radio Phoner Campaigns

- 25 – 30 short and long format interviews with AM & FM stations and national syndicates across the countr over the period of one month
- Target pitches to NPR and public affairs radio shows
- Specialties in health, business and Political radio call-in programs

- Can coordinate to include promotional giveaways

{tab=Print Media Campaigns}Print Media Campaigns

- Preparation of media alerts and tip sheets
- Placement of op-ed pieces
- Multiple editor/reporter coverage
- Mainstream and niche market targeting

- Clipping service/Lexis Nexis search services available

{tab=Road Tours}Road Tours

·Coverage of both print and broadcast media

·Special event coordination

·Coordination of travel arrangements and escort services.
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